

Dear Percy:

Greetings from Saint Paul! You probably don't remember me, but I worked in the Planning Department while I was in Grad School - way back in 1980!!! I hope this finds you well.

Anyway, I'm writing you to ask you a favor. As you may know, CNU19, the annual gathering of the Congress for the New Urbanism, is in Madison, June 1-4, 2011. I am trying to drum up interest from Madison elected and appointed officials to attend. Specifically, I want to encourage them to apply for the Richard McLaughlin Scholarship to cover their registration fees.

Rich was an urban designer/town planner and Charter Member of CNU who died in 2006 at the age of 52. While based in Minneapolis, he did a fair amount of consulting work in Madison; perhaps you knew him. After he died, a couple of us approached CNU about setting up a scholarship in Rich's name. We managed to raise a little more than \$10,000, and started an endowed fund through CNU to help more people attend the annual Congresses.

The scholarship has two main goals: 1) to honor Rich and the ground-breaking work he did in the name of New Urbanism, especially here in the Upper Midwest; and 2) to educate elected and appointed officials about New Urbanism and help them accomplish it "on the ground." The reason we identified elected and appointed officials was because Rich was always frustrated that projects based on NU principles would be embraced by City staff, citizens and developers, but then would get turned down when they got to the Planning Commission and City Council. So, the Richard McLaughlin Scholarship Fund was started, and we have paid the registration costs for City officials since 2008.

We typically try to help 1-2 elected/appointed officials attend from the host city, which is why I'm writing to you. We'd love to have some scholarship applications from Madison folks. Would you be willing to send an e-mail and/or talk to your CDA members, and encourage them to attend CNU19 and apply for the scholarship? Information about the Congress is available at www.cnu.org/cnu19 and information about the scholarship is available at www.cnu.org/cnu19/scholarships. I see that the application deadline is April 6 (sorry for the short notice!), but it could certainly be extended to the end of the week. I make the final selection(s).

I would greatly appreciate any help you could give in spreading the word. I am planning to also send a request to staff of the Plan Commission, Urban Design Commission, Economic Development Committee, and the Board of Park Commissioners.

Any help you can give in spreading the word to elected and appointed officials is much appreciated. Please let me know if you have any questions.

Thanks much,

Lucy

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